

ABSTRACT OF THE DISCLOSURE

A new, interactive, television program profile interface and method are described. The interface is used to capture and display the likes and dislikes of a television viewer in multi-axis format. The weighting of the viewer's preferences proportionately changes over time. Those preferences are illustrated in bar graph format with respect to time or other axes. The viewer interacts with the graphical representations by time traversing the preferential chart, and providing necessary modifications and updates.